

The     EASTERN STATES RADIO CORPORATION

College Radio Representatives

545 Fifth Avenue  
New York 17, N. Y.

34 Amity Street  
Amherst, Mass.

Data on

NEWS MACHINE TELETYPE SERVICE FOR COLLEGE RADIO

For further information, Contact either address above. Thank you.







## EXPLANATION OF A NEWSPRINTER:

A newsprinter teletype machine is a machine which is installed in your radio station by the telephone company. The United Press radio wire services the news, i.e., they have a central sending set which makes all such machines located throughout the U. S. type the same thing as the central machine types. Therefore, this is a typewriter that operates automatically typing for you twenty four hours a day, seven days a week, bringing news summaries, bulleting, features, sports news, etc. for radio broadcasting. Samples of how the typewritten material looks are enclosed in this package. You will also find a two page copy of the reports that are sent over the machine during a 24 hour period.

\* \* \* \* \*

## ADVANTAGES to RADIO STATIONS:

The advantages of having a news printer are innumerable. First, it will become the center of activity of the staff of the station, as well as a center of activity for the whole campus. It has the latest news, regional, national, and international, just as soon as any commercial radio station in the country, as well as the latest inning by inning baseball scores, sports news, etc. It will be of inestimable value to your programming department in preparing scripts, features, sports, news summaries, etc. It will attract personnel to the station who are interested in news; it will attract visitors and promote the place of the station on campus; it will give training for your men who are interested in working in commercial radio stations; it will allow better co-operation between your radio station and the faculty of your school, such as the economics, political science, and speech departments; -- i.e., it will be of tremendous help in building interest in the station, building listener power, and building up the morale of the staff. It can be of great economic importance too, in that it provides good programming in the fields of news, features, and sports which should be much easier to sell for sponsorship than the facilities you know now. Thus it can be seen that a teletype newsprinter can become the heart of the station, bringing you up-to-the-minute news during this time when news is so important.

\* \* \* \* \*

## COST TO YOU

Under the plan of The EASTERN STATES RADIO CORPORATION, you can not possibly pay one cent; the machine is installed, maintained, and service is paid for by us. Your only obligation is to give sponsorship to two news summaries nightly as outlined in this folder. Paper, typewriter ribbons, service repair, line charges, etc. are all paid - you have no books - no money changes hands. The electricity which the machine uses is your only cost - that's all!







## THE DEAL IN A NUTSHELL

### EASTERN STATES RADIO CORPORATION'S PART:

The Eastern States Radio Corporation is contacting and lining up college radio stations, including all those who show enough interest and those that meet the qualifications - i.e., are far enough advanced on campus to be worth the sponsor's while including it in the plan.

When this list is prepared ESR will contact the news services and find out which one can best service your station with a 24 hour, seven day radio news wire. It will in most, if not all cases, be The UNITED PRESS. When this information is gotten, which can be gotten only after the station's response, then our agents in New York, Boston, & Chicago will contact advertising agencies in an effort to acquire sponsorship for the machines. Because of national situation, newsprinter teletype machines may go out of production in the next week, so it is IMPERATIVE that we hear from you immediately if you desire this service.

The machines will be installed in the colleges within 4-6 weeks, the sponsor will prepare promotional schemes and copy for the stations. All the bills from the promotional scheme and the news service will be paid for by the sponsor and ESR.

### THE STATIONS' RESPONSIBILITIES:

The stations will have NO financial responsibility in the plan; i.e., they will pay nothing and share no financial liability. The only responsibility for the stations will be to give sponsorship of two newscasts daily during the following time segments: one between 6:00 p.m. and 9:00 p.m.; one between 9:00 p.m. and 12:00 midnight. This will be for 168 specific days during your broadcast year, based on the calendar you fill out and return to us in the enclosed questionnaire. Commercial copy will be furnished to you well in advance for each specific broadcast. A system to make-good any broadcasts which were unable to be made will be set up. You will be expected to promote the broadcasts through spot announcements, articles in your newspaper, signs about campus, etc., all within the rules set up by your college administration. Much of the materials will be sent to you, such as printed posters -- and perhaps special bulletin boards to help you prepare a professional newsroom.

### ADVERTISING OTHER SHOWS:

All the copy that comes over the machine will be available for local sponsorship. The TWO newscasts mentioned above will be given free to the sponsor by your station. It has been stated by interested sponsors that they feel that the NEWSCASTS (not features, or sports, etc.) should be exclusive with their product, so we have decided that for every newscast that is sponsored by you locally, the station should give one more newscast free to the National Sponsor that made the machine possible. Thus, if you have just the above TWO newscasts between 6-9 and 9-12, then they both go to the National Sponsor; if you sell one newscast locally, for which you



## THE DEAL IN A NUTSHELL

### EASTERN STATES RADIO CORPORATION'S PART:

The Eastern States Radio Corporation is contacting and lining up college radio stations, including all those who show enough interest and those that meet the qualifications - i.e., are far enough advanced on campus to be worth the sponsor's while including it in the plan.

When this list is prepared ESR will contact the news services and find out what one can best service your station with a 24-hour, seven day radio news wire. It will in most cases, be The UNITED PRESS. When this information is gotten, which can be gotten only after the station's response, then our agents in New York, Boston, & Chicago will contact advertising agencies in an effort to acquire sponsorship for the machines. Because of national situation, newspaper delays machines may go out of production in the next week, so it is IMPERATIVE that we hear from you immediately if you desire this service.

The machines will be installed in the colleges within 4-6 weeks, the sponsor will prepare promotional schemes and copy for the stations. All the bills from the promotional scheme and the news services will be paid for by the sponsor and ESR.

### THE STATION'S RESPONSIBILITIES:

The stations will have NO financial responsibility in the plan; i.e., they will pay nothing and share no financial liability. The only responsibility for the stations will be to give sponsorship of two newscasts daily during the following time segments: one between 6:00 p.m. and 9:00 p.m.; one between 9:00 p.m. and 12:00 midnight. This will be for 168 specific days during your broadcast year, based on the calendar you fill out and return to us in the enclosed questionnaire. Commercial copy will be furnished to you well in advance for each specific broadcast. A system to make good any broadcasts which were unable to be made will be set up. You will be expected to promote the broadcasts through spot announcements, articles in your newspaper, signs about campus, etc., all within the rules set up by your college administration. Much of the materials will be sent to you, such as printed posters -- and perhaps special bulletin boards to help you prepare a professional newscast.

### ADVERTISING OPPORTUNITIES:

Ask the copy that comes over the machine will be available for local sponsorship. The two newscasts mentioned above will be given free to the sponsor by your station. It has been stated by interested sponsors that they feel that the NEWCASTS (not features or sports, etc.) should be exclusive with their product, so the station should give one more newscast time to the National Sponsor that makes this arrangement possible. Then, if you have just the above two newscasts between 6-9 and 9-12, then they both go to the National Sponsor; if you sell one newscast locally, for which you



will get All the money, then you will agree to give the National Sponsor one more free newscast during the day. In this way the National Sponsor will always have the majority of newscasts on your station. We feel that this will not hurt any station in the least, and it will certainly help them financially -- and it makes it a very good selling point to approach the national advertiser with.

WHAT YOU MUST DO TO GET IN ON THIS PLAN:

All you have to do is fill out the enclosed blanks giving us information on your station; fill out the enclosed post card IMMEDIATELY - it is addressed to our N. Y. Office - MAIL IT AT ONCE! Time is valuable because of the growing shortage of the newsmachines themselves. We ask you also to send our Amherst Office a Collect Wire - as is stated on the enclosed instruction sheet. When the deal has been sold, we will contact you.

Depending on what sort of a deal can be made with the news company and the sponsor, we will ask you to send in signed affidavits periodically, along with the commercial copy you read signed by the announcer. We assume that your station will faithfully carry out the commercial commitments and will cooperate in promotional campaigns on campus. When we receive your collect telegram in Amherst, or the postal in New York, we will assume that you definitely are "in" on the plan. Time is too short - immediate action is necessary on YOUR PART.

LONG RANGE PLANS OF EASTERN STATES RADIO CORPORATION:

The Eastern States Radio Corporation is established in the field of college radio as the stations' representatives for National Advertising; i.e., to sell spot announcements and programs to National Advertisers for the stations. With these news machines installed in numerous stations, E. S. R. will be able to sell special sports shows on your station for which you will be paid. This is possible because we will be sure that your station gets the script as it will move over the teletype. Companies interested in sports will be very apt to advertise such programs when they know they are standard and of good quality throughout the country. Also, we hope to be of aid in acquiring free records, transcriptions, etc. for your station, and perhaps an aid in getting the radio stations to be campus agents for certain products -- in which case you will have more chances to make money and become the top organization on campus.



...and it will certainly help the advertiser with a very good selling point to approach the national advertiser with.

### WHAT YOU MUST DO TO GET IN ON THIS PLAN:

All you have to do is fill out the enclosed blanks giving us information on your station; fill out the enclosed post card IMMEDIATELY - it is addressed to our N.Y. Office - MAIL IT AT ONCE! Time is valuable because of the growing shortage of the newsmen themselves. We ask you also to send our Ambassador Office a Goldest Wire - as is stated on the enclosed instruction sheet. When the deal has been sold, we will contact you.

Depending on what sort of a deal can be made with the news company and the sponsor, we will ask you to send in signed affidavits periodically, along with the commercial copy you send. We assume that your station will faithfully carry out the commercial commitments and will cooperate in promotional campaigns on campus. When we receive your copies in New York, or the postcard in New York, we will assume that you definitely are "in" on the plan. Time is too short - immediate action is necessary on your part.

### LONG RANGE PLAN OF EASTERN STATES RADIO CORPORATION:

The Eastern States Radio Corporation is established in the field of college radio as the station's representative for National Advertising; i.e., to sell spot announcements and programs to National Advertisers for the stations. With these new machines installed in numerous stations, E.S.R. will be able to sell special spots on your station for which you will be paid. This is possible because we will be sure that your station gets the script as it will move over the teletype. Companies interested in spots will be very apt to advertise such programs when they know they are obtaining aid in advertising throughout the country. Also, we hope to be of aid in advertising free records, transcriptions, etc. for your station, and perhaps an aid in getting the radio stations to be campus agents for certain products -- in which case you will have more chances to make money and become the top organization on campus.